



TO: Members of the Parks and Recreation Board
CC: Henry Hill, Deputy City Manager
Rick Wieland, Parks and Recreation Director
Marcy Jones, Recreation Services Manager
FROM: Cara Harting, Special Events Supervisor
DATE: January 5, 2010
SUBJECT: Monthly Report on the Registration, Participation and Revenue for
Special Events

The purpose of this memo is to provide an update on the Special Events within the Parks & Recreation Department.

Breakfast with Santa

The event was held on Saturday, December 5, at the Senior Center at Frisco Square. There were two time slots: 8:30 a.m. – 10:00 a.m. and 10:30 a.m. – 12:00 p.m. The breakfast was for kids 12 years of age and under. Children 2 years and under were free. Sonny Bryan's catered the event. In addition to Santa, Rudolph and Frosty made appearances. More than 200 attended.

Merry Main Street

Approximately 14,000 attended the 19th Annual Merry Main Street this year. The event was held December 5th. There were 32 Fisd Choir performances and 51 food, artist, non-profit and sponsor booths. New this year was street corner entertainment featuring bands, hand bell choirs, and dancers. Carriage rides were extended to include the Heritage Park District. The light show in Frisco Square ran during the event and other activities included the costumed characters, Santa's Workshops, a miniature train display, the Gingerbread House Contest, and of course, visits with Santa. There was increased sponsor activation and 300 commercials were run on Time Warner Cable, courtesy of North Texas Honda, who decorated one of their trucks as Rudolph to bring in Santa.

Frosty 5K and Merry Mile

This year's Frosty 5K and Merry Mile, held on Saturday, December 12th, was a true success. Our goal was to increase participation by at least 50 % and we exceeded that objective. Participation grew from 226 runners in 2008 to 762 this year. This was attributed primarily to on-line registration, the addition of teams, and partnering with high-profile running shops and running clubs.

Santa Skate

The event was held on Saturday, December 12th and grew from 107 last year to 200 this year. Additional activities included a toy drive and photos with Santa. In addition to increased activities for the skaters, the Texas Tornado offered discounted tickets to participants for that evening's game.

Daddy Daughter Dance

This year's most popular event will be held on Saturday, February 6, 2010 at the Frisco Conference Center. The theme is Alice in Wonderland and tickets went on sale January 9th, 2010. There will be four dances beginning at 2:00 p.m. and running every ninety minutes until 9:30 p.m.

Easter Eggstravaganza

This year's event will be held on Saturday, March 20th, 2010 from 1:00 p.m. – 4:00 p.m., which is different than the past year's in which the event has been held in the morning hours. The rain date is Sunday, March 21. New this year is that the event will be held in the actual Pizza Hut Park Stadium and we believe the attendance and the overall look and feel of the event will be enhanced by this excitement.